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Unleashing Power in Organizations with **The Shift from Me to Team: Unleashing Sustainable Greatness**

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Renowned team culture coach Fritz Seyferth shares easy to understand learnings in his new book, *The Shift from Me to Team*, an essential read for leaders and team members who aspire to unleash their organizations' potential. Drawing from more than four decades of expertise, Seyferth's book delivers a powerful blueprint for transforming organizational culture to achieve sustainable success.

The Shift from Me to Team emphasizes the importance of transitioning from an individual-centric mindset to an aligned, team-oriented approach. Using a combination of timeless principles, cutting-edge neuroscience, and a proven systems-based approach, Seyferth illustrates how leaders can establish cultures in which team members are motivated to excel and contribute to a shared vision of greatness—all with the goal of empowering teams with the tools to create sustainable Peak Performance.

Seyferth shares, "*The Shift from Me to Team* reflects human nature's intrinsic desire to be exceptional, not just good. Team members want to be in the game and be responsible for the outcome. We have developed an approach that has proven itself again and again. We are grateful to share how we each can create a natural flow in our lives that is both fulfilling and generative."

With more than 40 years of study—21 years as the founder of FS/A and 21 years as a leader at University of Michigan Athletics—Seyferth has found that the principles for achieving greatness on the sports field are the same in the business world.

The Shift from Me to Team is available in paperback (\$18.99), eBook (\$12.99), and audiobook (\$14.95) formats at national retailers including [Amazon.com](https://www.amazon.com) and [BarnesAndNoble.com](https://www.barnesandnoble.com).

For more than twenty years, Fritz Seyferth and his team at FS/A have been helping organizations access their untapped potential, paving the way for achieving consistent, sustainable Peak Performance. FS/A elevates leaders and connects individuals and teams to their purpose to positively alter the trajectory of organizations. For more information, visit <https://team-fsa.com/>.

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Endorsements

*Fritz absorbed invaluable lessons of what it means to be a **team** from his mentor Bo Schembechler and has synthesized them to benefit all who want to be great leaders. The result is a playbook for sustainable success. - Mitch Albom, columnist, Detroit Free Press, and author of Tuesdays with Morrie and The Stranger in the Lifeboat*

Fritz's track record speaks for itself. His impact on Michigan Athletics is still felt today. Now he shares the disciplines behind teams that succeed year after year, creating passionate followers. - Lloyd Carr, former National Champion Head Coach, University of Michigan Football

This book is authored by a man who understands one of life's most elusive lessons: optimal functioning is associated with ego transcendence. When we expand in consciousness we express the human core, the person we are meant to be, and when we do, others flourish. If you seek to create social excellence, this book is a must read. - Robert E. Quinn, Professor Emeritus, University of Michigan Ross School of Business, Center for Positive Organizations, and author of Deep Change and Building the Bridge As You Walk On It.

Fritz Seyferth believes that every team member and every team has a Foundation of Greatness. The value of this book is that Fritz shares valuable frameworks, insights, and powerful examples that reveal how to tap into this foundation to create sustained excellence. Drawing from extensive experience with teams of all kinds, Fritz delivers on the promise of this book's title, revealing how leaders and teams can move toward peak performance by Shifting From Me to Team. - Jane Dutton, Professor Emerita, University of Michigan Ross School of Business, Center for Positive Organizations, and author of Energize Your Workplace and How to Be a Positive Leader: Small Actions, Big Impact

Fritz Seyferth has produced a fascinating and enlightening book filled with parables, stories, and lessons learned regarding how to lead effectively. Fritz's background is unique: it includes professional athletics, college athletic director roles, corporate leadership, and a host of consulting engagements that have improved countless organizations. These diverse experiences have produced invaluable insights that Fritz has summarized in a framework and set of guiding principles. You will be inspired and changed by reading this book. - Kim Cameron, Professor Emeritus, University of Michigan Ross School of Business, Center for Positive Organizations, and author of Positive Leadership and Practicing Positive Leadership

The Shift from Me to Team is a book that every manager needs to have at the ready. It's a handbook that will help you shape the direction for your team by enlisting members of the team in the process. What makes this book resonate is that its author, Fritz Seyferth, has lived these lessons. Full of stories, as well as practical advice, this book is one that demonstrates what it takes to lead by bringing others

along who will help achieve results that are rewarding and sustainable. - John Baldoni, globally recognized executive coach and leadership educator and the author of many books including *Grace Under Pressure: Leading Through Change and Crisis*.

In The Shift from Me to Team, Fritz integrates philosophy, principles, and experiences into simple processes for leaders to have a positive impact on organizational effectiveness and personal satisfaction. This book serves as a reference for any leader who wants their organization to flourish and their people to thrive. The book is personal, which moves the concepts to realistic applications. - R. Dale Lefever, PhD, Change Management Consultant

Fritz has put together a delightful book filled with stories and examples that clearly outline a journey for sustainable success. His logic, philosophy, and coaching have been transformational for me in my journey through the everchanging and rapidly evolving field of healthcare. I highly recommend you read this book for the joy of the journey, but also for the knowledge and wisdom that will positively affect both your personal and professional life. - G. Michael Deeb, MD, Herbert Sloan Collegiate Professor of Cardiac Surgery, University of Michigan School of Medicine

This book opens avenues for all leaders to better understand and visualize our roles and responsibilities in helping move our teams to peak performance. - Richard L. Prager, Richard and Norma Sarns Research Professor Emeritus of Cardiac Surgery, University of Michigan School of Medicine

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